

Message Text

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PAGE 01 STOCKH 00499 031529Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----032253Z 039796 /70
R 031445Z FEB 77
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC
INFO SECSTATE WASHDC 9702

UNCLAS STOCKHOLM 499

E.O. 11652: N/A
TAGS: BEXP, SW
SUBJECT: ELECTRONICS APRIL '77 STATUS REPORT

REF: (A) STEPP TELEX OF JAN 17, (2) USDOC 1466

1. REF. 1 . PA BUT NO CHECK RECEIVED BY THOMAS & BETTS AB.
STC HAS SENT INVOICE. OTM. PRODUCTS: TEST INSTRUMENTS,
FLATCABLES, CONNECTORS.

2. REF. 1. INFOREX INC REPRESENTED BY ESSELTE SYSTEM.
PRODUCT BETTER SUITED FOR COMPUTER SHOW.

3. REF. 1. WIKMAN & MALMKJELL REPRESENTS EXCELLON
INDUSTRIES, TORRENCE, CA. WIKMAN IS CLEARLY INTERESTED
IN PARTICIPATING BUT WANTS FEE PAID BY EXCELLON. MR
WIKMAN DISCUSSES WITH SCHULLER DIRECTLY.

4. REF. 1. MR HANS LOBEL OF MARTINSSON INSTRUMENT HAS
NOT HEARD FROM MR RICHARD AARON OF TELONIC ALTAIR,
LAGUNA BEACH, CA. LOBEL CONSIDERING PARTICIPATING AND
NOW CONTACTING AARON. ALSO CONSIDERING OTHER COMPANIES
AMONG AGENCIES REPRESENTED BY MARTINSSON INSTRUMENT
TO DISPLAY.

5. REF. 1. RAGNAR STAHL OF ENK INTERNATIONAL A/S IN DENMARK
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SAYS HIS PRODUCTS ARE IN THE FIELD OF SECURITY. REP FOR
CUNNINGHAM CORP, HONEOYE FALL, NY. DECLINES PARTICIPATION.

6. REF. 1. KEN HARTMAN OF STENHARDT, REP FOR TRANSDUCER
SYSTEMS INC, WILLOW GROVE, PA STILL CONSIDERING PARTICIPATION.

7. REF.1. MR CHRISTIAN STAMER, LAUR KNUDSEN, DANISH REP

FOR AJAX INT'L, SAYS TOPICAL PRODUCT HAS TOO SMALL A MARKET HERE. NOT INTERESTING TO DISPLAY IT.

8. REF.1. ELECTROFLEX AB REP FOR HARRIS SEMICONDUCTORS ARE STILL CONSIDERING PARTICIPATION. WANTS TO SEE MORE OF THE PROFILE OF THE SHOW, I.E. WHAT NEW PRODUCTS WILL BE SHOWN.

9. REF. 1. MR. JOHANSSON, SEINCOTRON, REP FOR UNIVERSAL INSTRUMENT CORP, IS A VERBAL. HE IS CONSIDERING WHAT AGENCIES TO DISPLAY WITH UNIVERSAL INSTRUMENT.

10. REF.1. ANY NEWS RE ORTHODYNE?

11. REF.1. NO DEFINITE REPLY YET FROM INGEMAR FREDRIKSSON, LIF PRODUKTER, REP FOR EPOXY SYSTEM. LOOKS POSITIVE.

12. REF.2. PARA 4, MR KARL RINDSTAL, ABEMI, IS IN TOUCH WITH MR COSTELLO, ARGUS INT'L. VERBAL.

13. REF.2, PARA 3. FIELDTECH NEGATIVE. MICHAEL TAYLOR, SALES ENGINEER, FIELDTECH LTD, SAID JAN 31 THAT WOOLHOUSE DECIDED NOT TO PARTICIPATE FOR IFR. THEIR HIGH TECHNOLOGY EQUIPMENT FOR AVIATION WORKSHOPS HAS SMALL NUMBER OF POTENTIAL USERS IN SCANDINAVIA, ALL OF WHICH THEY KNOW AND VISIT WITH THEIR EQUIPMENT. THEY MARKET THEIR PRODUCTS IN SWEDEN AND FIND PARTICIPATION COST, EVEN IF SPLIT WITH IFR US, TOO STEEP CONSIDERING ALTERNATIVE PROMOTION MEANS. THEY ARE NOT SEEKING SCANDINAVIAN REP SINCE EQUIPMENT IS UNCLASSIFIED

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SOLD AND SERVICED FROM LONDON AIRPORT.

14. REF.2, PARA 2. VERBIEST SAID MARKEN EUROPE HAS NOT MADE DECISION ON PARTICIPATION. HE IS RELUCTANT TO COMMIT RESOURCES TO THE SHOW, SINCE NEWLY OPENED SWEDISH SUBSIDIARY WILL BE BUSY SETTING UP OPERATIONS IN APRIL. HE PROMISED TO CONSIDER OUR ARGUMENTS AND TO STUDY INFO KIT WE SENT.

15. INTEGRERAD ELEKTRONIK AB HAS SENT PA AND CHECK TO WASHINGTON INSTEAD OF TO STC. PLEASE CONFIRM RECEIPT.

16. IN SUM, STC HAS ONE PA INCOMPLETE (THOMAS & BETTS), FOUR VERBALS (INTEGRERAD ELEKTRONIK, ABEMI, SINCOTRON, AND PC TRADING FOR SEVERAL PRINCIPALS). IN ADDITION, FOUR REPS SHOW STRONG INTEREST AND 10 ARE POSSIBLE PARTICIPANTS. WE ARE INTENSIFYING PROCUREMENT EFFORT.
SMITH

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
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Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770039-0653
Format: TEL
From: STOCKHOLM
Handling Restrictions: n/a
Image Path:
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Legacy Key: link1977/newtext/t19770274/aaaacobn.tel
Line Count: 115
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 59b932cc-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 06-Oct-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3413935
Secure: OPEN
Status: NATIVE
Subject: ELECTRONICS APRIL '77 STATUS REPORT
TAGS: BEXP, SW
To: COM
Type: TE
vdkgvwkey: odhc://SAS/SAS.dbo.SAS_Docs/59b932cc-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009